

**Table 1 - National Projections**

**NUMBER OF HOUSEWIVES BUYING HOUSEHOLD CLEANING PRODUCTS IN PREVIOUS 7 DAYS  
AND NUMBER OF PRODUCTS BOUGHT**

Data relating to November 1967 survey

	No of housewives buying in previous 7 days	% of h/hold popu- lation	No of products bought in week	Average No. of products bought per h/wife
<b><u>Detergents</u></b>				
Washing Detergents	8,950,000	50.3	10,060,000	1.12
Cleaning Detergents	3,710,000	20.8	3,890,000	1.05
<b><u>Soaps</u></b>				
Washing Powder	7,960,000	44.7	9,300,000	1.17
Household Soap	5,480,000	30.8	6,040,000	1.10
Toilet Soap	14,210,000	79.8	25,960,000	1.83
Liquid Soap	7,840,000	44.0	8,470,000	1.08
<b><u>Cleaners &amp; Scourers</u></b>				
Carpet Shampoo	760,000	4.3	760,000	1.00
Window Cleaners	2,590,000	14.6	2,590,000	1.00
Pan Scourers	6,120,000	34.4	6,320,000	1.03
Oven Cleaners	1,420,000	8.0	1,420,000	1.00
Abrasives	9,460,000	53.1	10,040,000	1.06
Lavatory Cloansers	3,150,000	17.7	3,150,000	1.00
<b><u>Polish</u></b>				
Household Polish	4,890,000	27.5	4,890,000	1.00
Shoe Polish	5,760,000	32.4	6,780,000	1.18
<b><u>Other Products</u></b>				
Bleaches	7,510,000	42.2	7,510,000	1.00
Disinfectants	7,570,000	42.5	7,570,000	1.00
Air Fresheners	2,550,000	14.3	2,550,000	1.00
Insecticides	910,000	5.2	910,000	1.00



The biggest sellers in any one week are toilet soap, washing powder, and washing detergents. The whole market is estimated to be worth £11 million in sales per week, of which the big three represent £4,570,000 worth of sales, or 42% of the total. A reasonable stability in the market for washing powders and soap products has been exhibited during several sampling periods and this indicates that these products have reached a certain saturation point or even if the saturation point has not actually materialised, it is approaching. In this light there is very little encouragement of further competitive brands to be put on the market. In contrast, other sections of household cleaning materials have shown lower sales penetration and little established patterns of buying. Large numbers of housewives stated that they have never purchased carpet shampoos, lavatory cleaners, or bleaches. It is these sections that, with more attention paid to advertising product uses, and perhaps bringing fresh products onto the market, a new impetus will be given to the established demand patterns. In these areas of the market for household cleaning products a proliferation of brands available could take place without risking over saturation.

Before discussing in detail the trends inherent in this market and possibilities of future sales, it is convenient here to establish the size and the value of the sales of individual products and their relative contribution to the whole market. The four main markets in the household cleaning field are:-

Toilet Soaps	: representing 26 million packs bought in a week
Abrasives	: representing 10 million packs bought in a week
Washing Powders	: representing 9 million packs bought in a week
Washing Detergents	: representing 9 million packs bought in a week

The least important markets in terms of product sales are the following:-

Carpet Shampoos	: representing less than 1 million packs bought in a week
Insecticides	: representing less than 1 million packs bought in a week
Air fresheners	: representing 2½ million packs bought in a week
Oven Cleaners	: representing slightly over 1 million packs bought in a week

Combining these figures with the average price paid per pack, gives us a fair indication of the expenditure patterns within this market. Washing powders and washing detergents being purchased in large quantities in any one week firmly establish their contribution to the over all market by the fact that they are one of the more highly priced articles in this field. On average a washing detergent will cost 2/5d. and a washing powder 2/8d. In contrast oven cleaners, carpet shampoos, and air fresheners which were previously mentioned as some of the least important products contributing towards this market, are some of the most expensive. Therefore, although they are purchased less frequently than washing powders and washing detergents their representation in total sales figures is higher than one would originally assume. The average paid for a carpet shampoo is 2/2d; for an oven cleaner is 3/3d; and for an air freshener 2/8d.

One can assume that washing products will be purchased by most housewives at least once a week, and in many cases a housewife is likely to purchase more than one pack in one week. If we now look at the purchasing pattern for other products it is immediately seen that there is a vast discrepancy between the number of occasions on which washing products will be bought during 12 months and the number of occasions on which the remaining products will be purchased.



Table 2 - National Projections

AVERAGE RATE OF EXPENDITURE AND TOTAL EXPENDITURE

Data relating to November 1967 Survey

	Total No. of items bought in week	Average prices paid per pack	Total expenditure in week (£'s)
<u>Detergents</u>			
Washing Detergent	10,060,000	2/6d.	1,230,000
Cleaning Detergent	3,890,000	2/4d.	450,000
<u>Soaps</u>			
Washing Powders	9,300,000	2/8d.	1,250,000
Household Soaps	6,040,000	1/5d.	440,000
Toilet Soaps	25,960,000	1/7d.	2,090,000
Liquid Soaps	8,470,000	2/2d.	910,000
<u>Cleansers &amp; Scourers</u>			
Carpet Shampoos	760,000	2/2d.	80,000
Window Cleaners	2,590,000	2/0d.	260,000
Pan Scourers	6,320,000	1/6d.	480,000
Oven Cleaners	1,420,000	3/3d.	230,000
Abrasives	10,040,000	1/4d.	670,000
Lavatory Cleansers	3,150,000	1/8d.	260,000
<u>Polish</u>			
Household Polish	4,890,000	2/5d.	590,000
Shoe Polish	6,780,000	1/5d.	480,000
<u>Other Products</u>			
Bleaches	7,510,000	1/5d.	540,000
Disinfectants	7,570,000	1/10d.	700,000
Air Fresheners	2,550,000	2/8d.	340,000

TOTAL  
WITH  
CAUTION

However, an average housewife will only purchase carpet shampoo on 1.4 occasions during a 12 month period; oven cleaners

on 2.9 occasions; window cleaners on 4.1 occasions. Therefore in these products, purchasing is very irregular and sporadic

Table 3 - Frequency of purchase of Selected Household Cleaning Products

	Average No. of times pro- duct is bought in a year	Per Cent never buying product
<u>Cleaners &amp; Scourers</u>		
Carpet Shampoo	1.4	40.3
Window Cleaners	4.1	35.8
Pan Scourers	12.7	7.4
Oven Cleaners	2.9	41.0
Lavatory Cleansers	10.8	28.9
<u>Polish</u>		
Household Polish	9.1	6.9
Shoe Polish	10.4	4.9
<u>Other Preparations</u>		
Bleaches	19.5	22.2
Disinfectants	21.9	6.6
Air Fresheners	6.1	30.3



**Table 4 - Trends in the Number of Housewives buying Cleaning Products  
in one week**

	Per Cent of Housewives buying in Previous week		
	Dec. 1965	Dec. 1966	Nov. 1967
	%	%	%
<u>Detergents</u>			
Washing Detergents	48.3	54.9	50.3
Cleaning Detergents	19.1	17.8	20.8
<u>Soaps</u>			
Washing Powder	47.7	45.6	44.7
Household Soap	31.7	26.4	30.8
Toilet Soap	-	65.8	79.8
Liquid Soap	40.8	52.8	44.0
<u>Cleansers &amp; Scourers</u>			
Carpet Shampoo	6.6	5.9	4.3
Window Cleaners	24.7	21.5	14.6
Pan Scourers	22.6	25.8	34.4
Oven Cleaners	8.1	9.4	8.0
Abrasives	55.4	46.7	53.1
<u>Polish</u>			
Household Polish	23.3	25.7	27.5
Shoe Polish	19.3	26.4	32.4
<u>Other Bleaches</u>			
Bleaches	31.4	31.4	42.2
Disinfectants	45.5	39.9	42.5
Air Fresheners	-	10.9	14.3



We can divide the products up into two separate sections for the purpose of analysing trends in the market as a whole. There are eight products which can be classified as having regressive trends in demand and seven products as having progressive demand patterns. Those which are exhibiting to a greater or lesser extent contractions in demand are; washing detergents, washing powders liquid soaps, carpet shampoos, window cleaners, oven cleaners and disinfectants. On the other hand, cleaning detergents, household soap, toilet soap, pan scourers, abrasives, household polish, shoe polish, bleaches and air fresheners give indications of expansion. Looking at the products which are less widely purchased than in previous sampling periods, we can further sub-divide them according to the extent of this decline: washing powders, carpet shampoos, and window cleaners, are very distinctly declining areas of the market. Not only are fewer housewives buying in any one week, but they are also buying smaller quantities throughout the year. Washing detergents, oven cleaners, and disinfectants are slightly more complex. For all three products there are smaller numbers of housewives buying, but divergent trends are seen in the numbers of packs purchased. Washing detergents, liquid soaps and oven cleaners show that in 1967, in an average week a smaller number of packs were purchased than in 1966, but if one compares this purchasing figures with the figures for 1964, they are higher than in this earlier period. Therefore, there is the possibility that sales were particularly high in 1966 and as a result sales in 1967 looked lower than they should. A contrasting picture is presented by disinfectants, which have been purchased by fewer housewives, since 1965, but each housewife has purchased a larger number of items throughout the year.

Of the products which are expanding in sales, two distinctive facets of the increase emerges. The first distinction being that in some products, more housewives are purchasing than ever before, and each housewife purchases a larger number of items throughout the year. These products are cleaning detergents toilet soap, pan scourers, abrasives, household polish, shoe polish and bleaches. In these instances the expansion is powered from two sources, and is double convincing. Air fresheners and household soaps on the other hand are more difficult to analyse for the purpose of predicting sales. More housewives are buying these products in 1967 than in the previous year, but although the numbers purchasing are up on 1966, the total number of packs purchased is lower than it was in 1964.

The summary of sectional trends can be categorised as follows:-

Sustained Growth Rate since 1964 - likely to be maintained in future	Pan scourers
	Bleaches
	Shoe Polish
	Household Polish
Fluctuating Growth Rate since 1964 - Sales likely to increase in future	Toilet Soap
	Liquid Soap
	Oven Cleaners
	Washing Detergent
	Cleaning Detergent
Fluctuating Growth Rate since 1964 - Sales likely to decrease in future	Washing Powder
	Carpet Shampoo
	Window Cleaners
	Air Fresheners